

PARLIAMENT LIGHTS BUDGET SUMMARY

BUDGET SUMMARY:						
Vehicle/Market	1Q	2Q	3Q	4Q	Total	% of Media Total
• Print:	\$1,373.7M	\$1,626.1M	\$1,210.8M	\$689.0M	\$4,899.6M	38%
Index vs. YAG	174	118	114	60	111	
• OOH:						
- New York	1,002.8M	1,091.0M	1,149.7M	791.3M	4,034.8M	
- Boston	382.3M	830.7M	444.0M	830.8M	2,487.8M	
- Philadelphia	238.5M	308.9M	267.1M	226.8M	1,041.3M	
- Miami	73.2M	---	---	---	73.2M	
- Providence	54.9M	71.4M	73.0M	56.6M	255.9M	
Sub-Total:	1,751.7M	2,302.0M	1,933.8M	1,905.5M	\$7,893.0M	62%
Index vs. YAG	161	133	131	97	126	
Media Total:	3,125.4M	3,928.1M	3,144.6M	2,594.5M	\$12,792.6M	
Index vs. YAG	167	126	124	83	120	
Production Total:	TBD	TBD	TBD	TBD	\$3,000.0M	
Index vs. YAG:	TBD	TBD	TBD	TBD	120	
Grand Total	TBD	TBD	TBD	TBD	\$15,792.6	
Index vs. YAG	TBD	TBD	TBD	TBD	120	

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